

## Strengthening Patient Support and Advocacy Activities Based on Patient Centricity

### Pharmaceuticals Business: Medical affairs

#### Material issues and related SDGs

##### Realizing a healthy future by creating innovation



#### Strengths

- Generate medical and scientific evidence related to unmet medical needs and communicate that evidence to medical professionals in order to deliver optimal healthcare to all patients
- Conduct medical and scientific exchanges with key external experts that make use of advanced and latest scientific knowledge, etc.
- Involved in medical affairs from early development stage
- Conduct thorough life cycle management from application to around time of approval

### Overview of and Remaining Issues Related to 6th Five-Year Medium-Term Management Plan

As for medical affairs, we are developing an action plan from a patient centricity-based perspective. Because we consider it important for patients to promote greater understanding of diseases, we held various events. For example, at a metaverse public seminar on muscular dystrophy, we not only gave lectures but also conducted other activities, such as holding recreation activities and hosting an artwork exhibition. In addition, we discussed important points regarding daily life during online public lectures on pulmonary hypertension and discussed “cancer treatment and taste disorders” as daily topics for patients during the AYA week 2024 public lectures. Although the number of participating patients has increased every year, there are still many patients who are not aware of these events. We will therefore work so that even more patients can attend these events.

Furthermore, we are conducting various types of research, including non-clinical research, clinical research, database research, and registry research, in order to generate evidence in disease fields related to our products. As for database research,

we conducted joint research using real-world data in order to clarify “the percentage of Japanese with anemia, the state of treatment, and medical costs, quality of life (QOL), and productivity loss for anemia patients.” The results of this research were published in an academic journal in FY2023. We also posted a press release regarding this on the Company’s website. In Japan, results from the research have drawn attention because there are insufficient reports on the impact that anemia has on society. We hope that this research provides an opportunity to get anemia recognized as a social issue and to change perceptions of the condition. As for the creation of evidence, we are aware that we still have insufficient experience and results and will steadily acquire experience piece by piece.

### Strategy and Future Initiatives to Achieve 7th Five-Year Medium-Term Management Plan

We will use digital technology to solve medical issues and generate evidence.

For example, we would like to take on the challenge of contributing to better healthcare by focusing on digital health that uses wearable devices, apps, artificial intelligence (AI), and other cutting-edge technology. Furthermore, through our evidence generating activities, we will not only move forward with research on hematological malignancies, pulmonary hypertension, Duchenne muscular dystrophy, and anemia that is already underway but also prepare for new research. We also aim to create from unmet medical needs ascertained by medical science liaisons (MSL)\* and others evidence that is linked to patient benefits and provide that information.

\* Medical Science Liaisons (MSL): Refers to employees belonging to an organization which is independent of the Sales and Marketing Division whose main role is to engage in exchanges with key external experts in the fields of medicine and science.



Metaverse event